



Downtown improvements should expand on current amenities like Mill Race Park and new destinations should link to surrounding areas.



New investment and programed activities should focus on activating streets at night and on weekdays by providing spaces and destinations for people to gather.



Buildings with consistent character and quality are important to defining districts and establishing a unique aesthetic quality.



Distinct boundaries and districts create identity for neighborhoods, corridors, places and explain the values and attitudes they represent.

Downtown Development Goals

- (1) Enhance Columbus' regional appeal by directing appropriate development towards Downtown
 - Reinforce downtown's role as an employment center
 - Attract arts, cultural, and learning activities to Downtown
 - Develop adult education venues in Downtown
 - Reward higher density development in Downtown
 - Establish cooperative land use planning strategies that promote sound growth principles
 - Identify, document, and promote key catalyst properties with strategic development potential
- (2) Remove barriers to future quality Downtown development initiatives
 - Create and implement a unified Downtown development advocacy plan
 - Strategically define and promote land use patterns and reconfigurations that enhance development opportunities in the Downtown core
 - Address infrastructure concerns: parking, utilities, technology, and transportation
 - Explore tools for assisting in redevelopment of existing upper floors
- (3) Pursue "vibrant urbanity" by converging markets (live, work, play, and shop) to shape Downtown into an engaging streetscape experience that encourages repeat visits by residents and visitors
 - Establish an interactive 24/7 multi-use arts, entertainment, and dining district
 - Focus on lifestyle retail in a walkable district serving key niche markets
 - Provide enough choice to encourage return visits to Downtown by residents and tourists
 - Activate the western and southern zones of Downtown
- (4) Broaden Downtown's roles as a housing market and neighborhood service center
 - Target key markets for both rental and owner occupied housing: seniors, young professionals, and downtown workers
 - Establish retail development to serve the daily needs of downtown residents
 - Increase offering of quality mixed-market housing solutions
 - Encourage reinvestment in existing housing to increase offering of quality housing
 - Leverage existing amenities (i.e. Mill Race Park) to attract residents
- (5) Reinforce the existing physical fabric of Downtown to better communicate a sense of place including a stronger definition of districts, gateways, gathering places and relationships to surrounding neighborhoods
 - Complete key linkages to Downtown, especially from I-65
 - Continue and reinforce architecture and design theme
 - Tightly cluster amenities, entertainment, housing, and dining to encourage gathering
 - Implement the final phase of the way-finding program
 - Strengthen sense of neighborhood and the riverfront connection to downtown

Successful Downtown Retail Requires...

- Great storefront design with exciting visual appeal
- Traffic patterns that guide people to stores
- Strategic mix of tenants
- An inviting, clean, and secure shopping environment
- Ample, close-by parking
- Regular, generous shopping hours
- The best in coordinated marketing, advertising, and management.

Urban Land Institute Place Making; Developing Town Centers, Main Streets, and Urban Villages

The Three Rules of Urban Design

1. Build to the sidewalk (i.e. property line) – create a strong "streetwall" in which each building meets or comes close to the sidewalk.
Sub-Rule: Align first floor level as close as possible to the sidewalk level.
2. Make the building front "permeable" – connect the inside of the building and the sidewalk outside with windows and doors.
Sub-Rule: Prohibit mirrored glass or window coverings that block visibility.
3. Prohibit parking lots in front of the building – put on-site parking above, below, behind, or beside.
Sub-Rule: Allow on street parking. Stop-and-go parking is essential to shopping districts.

City Comforts - How to Design an Urban Village by David Sucher



Downtowns should offer a variety of entertainment venues. Choices give users a reason to come back. Downtown entertainment should serve a wide market range.



Downtown entertainment should include active recreation for both youth and adults. Activities give people a reason to travel.



Lifestyle retail captures a specific market that is seeking an experience associated with shopping as entertainment. Lifestyle retail has a richness not found in traditional suburban shopping centers.



Neighborhoods should be in proximity to daily goods retail. Neighborhood retail should be mixed-use and provide space for neighbors to gather.

Development Strategy

Downtown Columbus | Strategic Planning Project

